

Meeting Minutes

Animal Welfare License Plate Fund Committee Meeting

Date and Time: 12/10/2014 at 2:00 p.m. to 3:15 p.m.

Location: Office of Animal Welfare, 1901 N. Dupont Hwy, New Castle, DE 19720

Fund Committee Attendees: Christina Motoyoshi, Heather Whaley, Patrick Carroll, Dr. Roberta Mauro

Other Attendees: Shauna McVey

First Item: Call to Order and Old Business

Meeting called to order by Christina Motoyoshi, Chair, at 2:10 pm. A quorum was present.

Minutes of 9/12/14 meeting were reviewed and approved. A motion was made by Dr. Maura, seconded by Patrick Carroll to approve minutes. The motion carried with all in favor.

Review Purpose of Fund and Role of Committee

Christina Motoyoshi, Chair, reviewed the purpose of the License Plate Fund, and role and composition of the committee per 21 Del.C. §2139F. The funds are generated through sale of the animal welfare license plate, with the purpose to support low-cost spay/neuter services and other services for homeless dogs and cats. The committee shall make recommendations to DHSS on how to use the funds. The committee defined the following priorities for the fund:

- Feral/community cats
- Pit bull-type/large breed dogs
- Low-income pet owners who do not qualify for the State's spay/neuter program

Second Item: Overview of Fund Performance and Use of Funds in 2015

Shauna McVey, Office of Animal Welfare Program Coordinator, reported that approximately \$20,000 is currently in the fund. Since the launch of the new license plate design in January, approximately \$12,000 has been raised through sales. Prior to the launch, an average of 5 to 7 plates were sold each month. Now, 25 are sold each month on average. A marketing campaign in spring/summer 2015 resulted in a large jump in sales. While sales have since plateaued, marketing materials have just been mailed out to retail/veterinary partners, which should drive more sales. The costs associated with the marketing campaign were paid from the Office of Animal Welfare general operating budget and did not come out of the license plate fund.

In 2015, a very successful statewide spay day event was held on Jan. 14, funded by the animal

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welfare license plate fund. The event targeted low income pet owners/caretakers. Seven shelters and veterinary clinics across the state participated and 130 animals were spayed/neutered and vaccinated for rabies. We spent \$7,875 at the 2015 event. A press conference was held in conjunction with the spay day to unveil the new license plate design and spur sales of the plates.

Third Item: Use of Funds in 2016

The group discussed recommendations for use of funds in 2016. After much discussion, it was decided that we would host another statewide spay day event in conjunction with World Spay Day Feb. 23, 2016. The purpose is to put the funds to use as intended and according to priorities, to raise awareness about the importance of spaying and neutering pets, and to encourage license plate sales. Ms. McVey and Ms. Motoyoshi will begin to organize the event.

- A motion was made by Dr. Mauro that a portion of the fund be used for a statewide spay day targeted to the priority areas, not to exceed \$10,000. The motion was second by Patrick Carroll. The vote was 3 yes, 0 no.

The committee further discussed how to use the remainder of the fund. Two ideas were discussed:

- Implementation of an application process whereby organizations and veterinary partners would apply for funds. The request would specify how the money would be used to meet the priority needs. It was further discussed that the application should be simple so not to be cumbersome to the applying party or the state for administration.
- Holding a second spay day event in the fall; however, even with a spay day event, there should be an application process to participate.

Ms. McVey and Ms. Motoyoshi will work on an application process for discuss at next meeting. The next meeting will be scheduled for the spring 2016. Ms. Motoyoshi thanked everyone for their time and encouraged their continued feedback and ideas.

Meeting was adjourned at 3:15pm

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